**ISM 4220 - Section 001**

**Business Data Communications**

(Fall 2013, CRN: 11040, 3 credits)

Location & Time: FL 409, T 4:00pm-6:50pm

**Professor Information**

Instructor: Dr. Jahyun Goo

Office: FL 218, Boca Campus

Email: [jgoo@fau.edu](mailto:jgoo@fau.edu)

Phone: 561.297.2352

**Office Hours**

T & W 9:30~11:30 AM or by appointment

# Required Text and Materials

* White, Curt M., *Data Communications and Computer Networks: A Business User’s Approach, 6th Edition*, Course Technology, 2011, ISBN 9780538452618 (Required)

**Course Description**

Fundamentals of communication technology including wide-area networks and organizational impacts of communication-based innovations.

**Course Prerequisites Credit Hours, and Class Time Commitments**

This course is 3-credit and has a prerequisite of ISM 2000. According to Florida State Statute 6A-10.033, students must spend a minimum 37.5 of **in class** time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 75 hours of **out-of-class-time** specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required.

**Course Learning Objectives**

This is an introductory course in Data communications and Computer Networking. You will be introduced to the fundamentals of communications technologies, network building blocks and the concepts behind their operations, as well as organizational impacts of communication-based innovations. The Learning Outcomes for this course are the following:

* Technical knowledge about the fundamental principles of the technologies underlying modern business telecommunications and computer networks
* Conceptual knowledge about the role of data communications in modern business, its impact on the business organizational structures, and its use for business strategic advantages
* Critical thinking to design a research on a specific, chosen by the students, advanced real world business problem (with the state of art of data communications technologies used in business organizations and the issues in network management), to identify the most effective way to answer a business question, and to analyze them in order to offer recommendations to solve a business problem
* Communication skills in terms of the team communication skills (by working on a team semester long project), the writing skills (by writing a research report), and the oral skills (by presenting to the class a team semester project)

**Grading Scale**

Grades are rounded up to the nearest tenth of a point.

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| **Grade Percentage Breakdown** | |  | **Final Grade Assignment** | | |
|  |  |  |  |  |  |
| Mid-term Exam I | 30% |  | A | 100 | – 93.00 |
| Mid-term Exam II | 30% |  | A- | 92.99 | – 89.00 |
| Final Exam | 30% |  | B+ | 88.99 | – 87.00 |
| Quizzes | 5% |  | B | 86.99 | – 83.00 |
| Participation | 5% |  | B- | 82.99 | – 79.00 |
| **Total** | **100%** |  | C+ | 78.99 | – 77.00 |
|  |  |  | C | 76.99 | – 73.00 |
|  |  |  | C- | 72.99 | – 69.00 |
|  |  |  | D+ | 68.99 | – 67.00 |
|  |  |  | D | 66.99 | – 63.00 |
|  |  |  | D- | 62.99 | – 59.00 |
|  |  |  | F | 58.99 | – 0.00 |
|  |  |  |  |  |  |

**Because everyone will be graded in exactly the same way, in fairness of other students, the instructor cannot and will not arbitrarily move the grading scale to accommodate individuals' specific needs or desires. All requests for an unearned extra or “bonus” point at the end of the semester in order to move you into the next grade category will be rejected.**

**Course Evaluation Method**

CLASS PARTICIPATION

During the lectures, frequent discussions of concepts and applications are expected in class. Regular attendance and active participation are essential part of learning in this course, and you may be called upon to share your ideas, experience, or educated opinions. Therefore, it is advised that you come to each class having read (or at least scanned) the assigned materials. To assist your preparation, lecture note for each class is posted on Blackboard.

Although regular roll calls will not be administered, attendance will be taken randomly and unannounced in class. Please note that those come to class more than 30 minutes late will not be allowed to sign in. The attendance record can affect your grade as follows:

* Those who are recorded absent two (2) times will get ***at most*** a B+;
* Those who are recorded absent three (3) times will get ***at most*** a C+;
* Those who are recorded absent four (4) times or more will get ***at most*** a C-.

The class takes place in the computer lab as the course involves case studies with the Excel and Access used. Please note that **lecture time is not meant to be used to check your email, watch YouTube videos, update Facebook, or work on your assignments for this or any other class**.

### LECTURE SESSION

1. **Exams.** Three (3) lecture exams will be administered throughout the semester (see Course Schedule). Exams will be given in a multiple-choice format, which will be closed book and no notes. They are comprehensive, covering all the assigned reading and lecture notes, but non-accumulative. Note that material presented in class will supplement the assigned reading. Therefore, class attendance and good note taking are essential tactics for success. Exams are multiple-choice format; please come to the test with a #2 pencil and a **green** Scantron sheet.
2. **Pop Quiz.** Several pop quizzes may be planned over the semester.

**General Submission Guidelines**

#### Due Date. All assignments are due before class on the due date indicated in the course outlines.

1. ***Email Submission***. All assignments are to be submitted to the instructor via email. Since every assignment the instructor receives will have an acknowledgement sent, you will want to be sure that an acknowledgement from the instructor for each assignment is arrived, and keep it till the end of the term as a receipt. If you did not get the acknowledgment, it should be assumed that the instructor did not get the assignment, and thus try to resubmit. All email submissions must be received prior to the stated deadline.
2. ***Format of Submission***. The following format must be used when submitting assignments via email. In the “Subject” line of your email must indicate the followings: ISM3116 YourName NameOfDeliverable Example: *ISM3116 John Doe Case 6*

**Selected University and College Policies**

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf).

Disability Policy Statement

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities ([OSD](http://www.osd.fau.edu/)) – in Boca Raton, SU 133, (561) 297-3880; in Davie, MOD 1, (954) 236-1222; in Jupiter, SR 117, (561) 799-8585; or, at the Treasure Coast, CO 128, (772) 873-3305 – and follow all OSD procedures.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of** examinations and work assignments.  For further information, please see [Academic Policies and Regulations](http://www.fau.edu/academic/registrar/catalog/academics.php).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student’s responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a “C”. This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university’s Writing Across the Curriculum and Gordon Rule math requirements also have a minimum grade requirement of a “C”. Course syllabi give individualized information about grading as it pertains to the individual classes.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as *“... activities which interfere with the educational mission within classroom.”* Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

**Course Outline**

